

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROL 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

December 29, 1997

JAN 06 REC'D

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

### FEBRUARY: DORAL B1G1F PROMOTION #800018

Dear Paul:

	Sales	Retail
1221	1222	
1222	1223	
1223	1223	
1224	1224	
1225		FCW
1226		FC
1229		SC
1240		PA
1244	DAE	
	JM, FP	RSW
		FBM

We have placed orders for Doral B1G1F pre-sleeved product as listed to pack and ship this promotion to your participating retail accounts. 720 SKUs of Displays (item #536645) have been ordered to Consolidated Industries to pack this Promotion.

### Product PO Numbers:

PO Number	Product / State	#/Cases Per Style			\$ Amount
	UPC Code	LIGHT	LT 100	LT MN 100	FF 100
	12300-24960	12300-24961	12300-24963	12300-24962	
ER2786-01	B1G1F / CT	1	1	1	274.70
ER2787-01	B1G1F / MA	1	1	1	118.70
ER2788-01	B1G1F / NY	20	20	20	4,774.38
ER2789-01	B1G1F / PA	1	1	1	388.70
ER2790-01	B1G1F / NH	1	1	1	94.70
	<b>TOTALS</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>\$5,651.18</b>

Product Arrival:

January 26, 1998

Shipper Displays Arrival (Consolidated):

January 29, 1998

Ship Date to Retail:

Week of February 16, 1998

### DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE:

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

51846 2478

**PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.**  
**UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT**  
**NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.**  
**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER**  
**LIST.**

**DISPLAY LOAD:**

\* 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100  
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$470.40 (33.6 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

**ROUs: 1110 / 1210 / 1310 / 1710**

Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

## McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS**McLANE NE****FEBRUARY: DORAL B1G1F / PROMOTION #800018****RETAIL DISTRIBUTION DATE: 2/16/98**

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	
A-PLUS/ SUNOCO	138	See List	142	1		23			2	4	97			12	3	
BRADFORD OIL	6	1	6						4						2	
COOKS CONVENIENT	6	See List	9								9					
CONV EXPRESS	5	See List	9								9					
EXPRESS MART	40	See List	45								45					
HESS MART	45	See List	80						2	77			1			
HESS STATION	103	See List	116	1		3			9	98			4	1		
J MART	8	1	8							8						
KRAUSZERS	12	1	12	12												
MANLEY'S	11	See List	30								30					
MOBIL / ON THE RUN	101	1	101	14		13			13		66			5		
QUICKWAY	36	See List	36								36					
SUGARCREEK	74	1	74								74					
SUNRISE FOODS	21	See List	21								21					
INDEPENDENTS & SMALL CHAINS	19	See List	22	1		4			2	13			2			
<b>TOTALS</b>	<b>625</b>		<b>711</b>	<b>29</b>	<b>0</b>	<b>43</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>15</b>	<b>573</b>	<b>0</b>	<b>0</b>	<b>19</b>	<b>9</b>	<b>2</b>